

PRESS RELEASE no. 3

CERTINA to become a timer partner of Barum Czech Rally Zlín

In recent days the Barum Czech Rally Zlín organizers finalized a cooperation agreement with a Design Trade s.r.o. company, which is the official Czech distributor of reputable and well known Swiss watch producer Certina.

The traditional Certina brand has been established on the market for a long time, its history goes back up to 1888. It currently belongs to Swatch Group, one of the world leading watch producers. Over the period the Certina brand has become known mainly as a producer of watches with sporty styling and use, that's why this company directs its promotional activities mostly to various sporting disciplines including motorsport. For many years Certina has been linked to the World Rally Championship, it covers the official timing also in the ADAC GT Masters circuit series. Currently Certina extends its support towards the Barum Czech Rally Zlín, one of the key events of the FIA European Rally Championship.

From this moment the official website www.czechrally.com contains the Certina countdown to the start of the rally, during the event a big Certina clock will be visible on the start and finish ramp. The Certina watches will become also the awards for three fastest crews of the rally, another set of watches will go to a crew performing the longest jump in a spectators' area. Also spectators themselves can taste the touch of Certina - during the finish ceremonial on Sunday 27 August 2017 in Zlín they will get an opportunity to enter competitions for attractive prizes and look forward to beautiful hostesses.

“We are really glad to start our cooperation with such reputable partner,” said Mr. Miloslav Regner, the Clerk of the Course. **“Certina has been for many years connected to the WRC series so the rally environment is nothing new for them. Through the Barum Czech Rally Zlín the company currently extends its activities in the Czech Republic. Certina is a premium brand with direct link to rallying and it's more than ideal timing partner in the event where often the fractions of a second are decisive. The Czech Certina distributor, company Design Trade s.r.o., also donates our rally with several sets of watches as a reward for winning crews. Many thanks for such great support!”**

Zlín, 24 May 2017

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Barum Czech Rally Zlín



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